CLOSED CARS IN DEMAND.

"The closed car type of motor car is one of our most popular cars to-day," Nash and Premier passenger cars. People are coming more and more to appreciate the wide range of utility the model affords. Much more is demanded of a motor car to-day than ever before. It must be, first of all. fitted for quick and dependable service at all times and in all kinds of weather. The closed model answers a double purpose—a warm, comfortable model in the winter and in the spring a delightful touring car."

The second second second

"Since the armistics was signed

Direct from the Mill to You

Young Women's Popular Model Sweaters

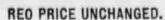
All wool, with deep sailor collar, double turn over cuffs, patch pockets, full belt, in Rose, Copen, Salmon, Turquoise and

PACKED IN BEAUTIFUL HOLLY CHRISTMAS BOX Regular \$10 value; spe-cial at this sale only,



We have the largest assortment of men's, women's and children's Sweaters in Greater New York at unusually lew prices. MAIL ORDERS FILLED. OPEN EVENINGS.

BROADWAY COR. PARK AVE. BROOKLY



ing awaiting announcements of pricy reductions," says James J. Hunt, gen erat manager of the Reo Motor Cai Company of New York, Inc. "However, it is safe to say that very few makers can afford to reduce their present price of cars unless versain conditions relating to the cost of labor are adjusted.

"So far as the Reo product is concerned, there is no prospect at present of any reduction in price. This holds true of the great majority of makes of automobiles."

A Popular Type of the Utility Motor Truck

THE Colt-Stratton Company, metropolitan distributors of the Day-Elder trucks, are lending their assistance to motor truck operating companies with their Idle Truck Bureau. This bureau also is of grea service to the merchants or individials wanting transportation.

The body shown in the photograph is of the all-around utility type and can be used for almost every sort of hauling. It is readily converted into a platform truck and still has the dump body feature for hauling dump materials. It has found great favor s of the all-around utility type and materials. It has found great favor among those operating companies who must have the flexible type of body to meet the different requirements of their pations. The chassis shown in the picture is a model E Day-Elder. with carrying capacity of 14,000 pounds, including weight of body.

OLDSMOBILE PRICE REDUCED

e reduced soon," says C. H. Larson. President of the Cutting Larson Comany. Eastern representatives of the

any. Eastern representatives of the bismobile Company.

'Already several concerns, including the Oldsmobile, have abnounced a massial cut in the selling price of their size, to take effect at once.

'Automorbles advanced in price during the war period all the way from 17 or cent, to in per cent. The reason for its wide disparity between one increase and another is to be found in the difference in 'over-head' expenses, which ways enter so largely into the price of tar.

Our

Idle

Truck

Bureau

We have established an efficient IDLE TRUCK BUREAU through which the outliness man desiring the actions man desiring the actions of a motion truck may immediately be put in touch with owners of Dayling the service is reintered gratuitonisty by the Cole-Structure of the truck and the brainess man who seeks his services. We will be glad to explain the plan in detail upon request.

mobile manufacturers who are effecting reductions are doing so on a basis of permanency; that is, they are making the largest cuts possible with the idea that the new prices shall hold for some considerable time to come."

TOBACK, A SALES MANAGER.

The Marmon Automobile Company of New York, who control the greater metropolitan distribution of polit Mar-mon and Hupmobile cars, have ap-

DEALERS' AUTO SHOW.

It was decided at a meeting of the Automobile Dealers' Association of New York last week, to hold an auto-mobile exposition lasting two weeks, in dadison Square Garden, Feb. 1 to 15.

50%

of this most sanitary floor covering; genuine felt base and enamef linoleum, 60c to 75c quality; CUT FROM FULL ROLLS; alightly misprinted; very Reductions best patterns; bring room meas-

Practical Xmas Gifts \$40 9x SEAMLESS VELVET RUGS \$40 9x12 Seamless Brussels

\$40 9x12 Seamed Axminster..... \$55 9x12 Royal Holiday Specials

Axminster
34.98 \$7.00 27x54 Royal Willens
Wilton Velvet Rugs. \$1.75 Extra Heavy **Velvet Carpet**

87.00 27x54 Body 9.98 \$7.00 27x54 Wilton Velvets \$7.00 27x54 Mo-

New York Floor Covering Co. Corner

WORM DRIVE MOTOR-TRUCKS

DAY-ELDER QUALITY is revealed when you stand before its naked chassis. Its clean symmetrical lines give a true picture of simple and sound design. You know instinctively that you are getting something more than a motor truck when you buy a Day-Elder.

You are getting a scientifically built truck-one in which are forged the very finest materials, the utmost care and precision in construction and the very limit of stamina and power.

If you knew this product as we know it—had made the ex-haustive examination we made of all trucks in comparison with it; if you knew the men behind this product and their ideals—there would be no question of your decision that Day-Elder trucks will cle you work most satisfactorily and economically.

> Ye' they are appreciably lower in price than any other worm-drive trucks of equal carrying capacity. Our proposition to dealers is one of unusual interest.

Colt-Stratton Company

1847 Broadway. Columbus 7100.

One to Six Tons

Early Deliveries

THREE BROOKLYN STORES

BROADWAY

At Gates Are.,



4810-4812 FIFTH AVE.

Bet. 48th and 49th

FULTON ST. Cor. of BRIDGE STREET

At Hoyt St. Subway Station, Brooklyn

Thursday "Clearance Sales"

The Year's Most Interesting Opportunity To Purchase Smart Fashions at a Saving

Anniversary

Sale of

COATS DRESSES **SUITS** BLOUSES **FURS** GIRLS' WEAR **UNDERWEAR**

TOMORROW (Thursday) will prove a "Red Letter" day in our regular Thursday Clearance Sales — the great Anniversary Sale feature that each year draws its patrons from every section of Brooklyn and Greater New York to participate in this matchless offering.

As each Thursday customarily is set aside for the clearance of the various assortments left incomplete through the sales of the previous week, so tomorrow's sale takes on an infinitely added sig-nificance owing to its being the "Day of Clearances" in this greatest week of Sales of our year.

Our entire store this 12th Anniversary week is one immense bazar of Fashion -wherein high quality and low price are ideally combined for economy.

12th Anniversary Smart Coats

Reduced from \$25.00 and \$35.00

Many Are Richly Fur

Fashion's most attractive ensemble of late Winter coat models in Broadcloths, Pompoms, Wool Velours and other beautiful materials; new belted styles; many richly fur trimmed.

2th Anniversary Modish Suits

from \$25.00 and \$35.00

Our Own

Selected

Strikingly beautiful models in the latest suit novelties, created in handsome Wool Velours, Broadcloths, Gabardines, Oxford Grays and other weaves, in smart shades.

2th Anniversary Street Frocks

Reduced from \$18.75 and \$25.00

Including Dance Dresses

An attractively varied selection of stunning street and afternoon dresses, including some new party frocks, in Georgettes, novelty Silks, Velveteens, Serges and combined materials.

12th Anniversary Silk Blouses

from \$4.95

Exquisite Designs for Party Wear

A charming collection of dainty blouses hown in Georgettes, Crepe de Chines, and Satins, in the newest effects of French trimm ng and in White, and the Fashionable new Flesh Color.

12th Anniversary Sale of

Fashionable Furs

Australian Seal Coats 30-inch sport model, full loose back, shawl collar of natural squirrel or rich skunk 92.50 raccoon.

Hudson Seal Coats

Australian Seal Coats

Sport model, 32 inches long, with cruched shawl, self collar and cuffs; 165.00 specially priced. Hudson Seal Coats

30-inch length, with shawl collar and wide cuffs, of skunk raccoon, sport model,

47-inch, dyed skunk collar, cuffs and 9-inch border; belted; special,

Hudson Seal Coats Dyed Muskrat, 45 inches; latest beited model,

beited model. 197.00 shawl collar and

48-inch length,
Dyed Muskrat,
blended Hudson
Bay Sable and 295.00
Ermine collar,

Hudson Seal Coats

Handsome Fur Sets

Hudson Seal Set Large size stole, size

14x90 in., made of solid skins, canteen 62.50 or barrel shape muff,

Natural Skunk Sets Large animal 4-skin scarf, with canteen shape muff also of 482.50 skins; specially priced

Special Barrel and Canteen Shape Muffs Nutria Beaver Hudson Seal 15.00 18.75 12.75 15.00 8.75 to 18.50

Martina THREE BROOKLYN STORES

Simplify Home-seeking by saving time, temper and tramping.

Sunday World's

Selected

Mink. \$1.250





50c WEEKLY



OPEN MONDAY AND SATURDAY EVENINGS